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THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/748,682 Confirmation No.: 1976
 Applicant : Koningstein
 Filed : 12/31/2003
 Title : System and Method for Delivering Internet Advertisements that
 Change Between Textual and Graphical Ads on Demand by a User
 TC/Art Unit : 3621
 Examiner: : Unknown
 Docket No. : 64557.000016 (GP-186-00-US)
 Customer No. : 21967

Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicant is submitting herewith the attached Form PTO-SB/08A listing references for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee is required for consideration of this information. However, in the event any fee is deemed

Receipt date: 11/14/2005


PATENT
64557.000016 (GP-186-00-US)

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

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By:



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(202) 955-1500

Dated: November 14, 2005



Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Application Number	10748,682
Filing Date	12/31/2003
First Named Inventor	Koningstein
Art Unit	3621
Examiner Name	Unknown
Attorney Docket Number	64557.000016 (GP-186-00-US)

Sheet 1 of 4

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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EXAMINER SIGNATURE

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute for form 1449A/PTO				Application Number	107748,682
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				Examiner Name	Unknown
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/K.L./		2005/0222989	10-06-2005	Haveliwala et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Cite No.	FOREIGN PATENT DOCUMENT	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	TRANSLATION
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/K.L./		WO 2004/042525	05-21-2004	Donovan et al. (electronic copy on enclosed CD)		
/K.L./		EP 1026610 A2	08-09-2000	Del Sesto (electronic copy on enclosed CD)		

OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION
/K.L./		Google Introduces New Pricing For Popular Self-Service Online Advertising Program, http://www.google.com/press/pressrel/select.html , p. 1-2, dated February 20, 2002, printed on 7/29/03. (electronic copy on enclosed CD)	
/K.L./		Collection of pages from www.overture.com , printed on 7/29/03. (electronic copy on enclosed CD)	
/K.L./		Collection of pages from findwhat.com , http://www.findwhat.com , printed on 7/29/03. (electronic copy on enclosed CD)	
/K.L./		Collection of pages from Sprinks.com , http://www.sprinks.com , printed on 7/29/03. (electronic copy on enclosed CD)	
/K.L./		Collection of pages from Kandoodle.com , http://www.kanoodle.com , printed on 7/29/03. (electronic copy on enclosed CD)	

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				Attorney Docket Number		64557.000016 (GP-186-00-US)	
OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS							
Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published					TRANSLATION
/K.L./		Collection of pages from Google Advertising, http://www.google.com , printed on 7/29/03. (electronic copy on enclosed CD)					
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